



SURPRISE

ARIZONA

Overview: Business Support During COVID-19

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Surprise Economic Development Local Approach to Recovery

5. Regeneration

Adjust, adapt, leverage strengths, recover

4. Recognition

Appreciation of uniqueness, character, resiliency

3. Reinforcement

Purposeful engagement to strengthen and support

2. Metrics

Assess business conditions, workforce, performance

1. Communication

Inform and empower leaders, residents, businesses, job seekers

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Inform and empower leaders, residents, businesses, job seekers

- **Launched 100-Day Recovery Plan / First Step: “Tell Them What You’re Going to Do”:**
 - Priority 1: Business engagement
 - Priority 2: Workforce displacement assistance
 - Priority 3: Business re-entry and recovery
- **Launched the COVID-19 Business and Workforce Recovery Resource Website:**
www.surpriseaz.gov/businesshelp
 - Financial Resources, alternative business operations, rule and regulation information
- **Red and Purple Banners Launched**
- **Confirmed Local Surprise SBA Lender Services / Posted List Online**
 - Banks taking new business clients
 - Product knowledge / awareness
- **Outreach to grocery stores, restaurants, retailers**
 - Verified restaurant and retail lists online and promoted through website, social media
 - Easter weekend promotion of specials
 - Business email blasts on new EOs, banners, etc.
- **#StayStrongSurprise Video Series**
 - Getting started on the CARES Act Application
 - CARES Act: Am I eligible
 - Job Seeker Assistance
 - Financial Resources for Restaurants & Bars
- **Temporary A-frame policy amendment**
- **Virtual small business assistance**
- **No Boundaries Marketing webinar series partnership**

2. Metrics

Assess business conditions, workforce, performance

Business engagement

- Out of the gate...first West Valley City to launch the #SeeRedGetFed Red Restaurant Banner Program! (Thank you, AZPro Signs!)
- 250+ Red and Purple Banners Delivered or Picked Up (175~Red / 75~Purple)
- Weekly calls to 100's of businesses

Tracking and collecting data to best support business needs and recovery recommendations

- Follow up w/ local SBA qualified bank services
- Buxton tool / further tracking retail activities

Marketing & communicating local (free) resources

- #SuperstarOfSurprise social media campaign tracked for shares, views
- Business & Workforce Recovery Website Views
- #StayStrongSurprise Video Series Views



2. Metrics

Assess business conditions, workforce, performance

Job Seeker Assistance



City of Surprise Economic Development Department

Provide resources for Surprise displaced workforce

- **Identifying impediments** to workforce re-engagement
- Job Seeker video developed / goal to reduce barriers to overwhelming process

Coordinating with workforce development partners to identify training opportunities, workforce gaps

Marketing and communicating job opportunities, training availability and strategies for enhancing workforce placement in Surprise

- #WorkforceWednesday social media spotlight
- Interviewing local employers
- Aligning with virtual job fairs
- Planning for expanded job fair after re-opening

3. Reinforcement

Purposeful engagement to strengthen and support

Marketing & communicating local (FREE) resources / non-CARES Act Tools:

- #StayStrongSurprise non-CARES Act Tools: 8 Tips For Business Survival
- Start-up Space
- EMSI
- Size-Up tool
- Virtual small business assistance, intros to mentors

Serve as a trusted small business recovery resource

- **Elevate staff and business training resources;** programming, re-opening, etc.
- **Assess and analyze damages** to local businesses and implement programming priorities and resources accordingly
- **Re-establish entrepreneurial and innovation initiatives** and promotion for displaced workers in the City of Surprise starting businesses or businesses who need to start over
- **Virtual Ribbon Cutting Program** in partnership with the Surprise Regional Chamber of Commerce



4. Recognition

Appreciation of uniqueness, character, resiliency

- Recognition of local businesses:
 - IRIS USA
 - Pinkabella Cupcakes
 - Trimaco
 - Firehouse Subs
 - Saigon Kitchen
 - Many, many more



5. Regeneration

Adjust, adapt, leverage strengths, recover

The “New Normal” in Surprise Economic Development

1. Economic Development Service Modifications:

- Virtual community tours (WESTMARC helping to launch this)
- Virtual behavior increase: meetings, ribbon cuttings, services, chat capabilities, events & hosting
- Virtual marketing increase: social media, website, video production
- Job fairs, job profiles and workforce development will change

2. Business Guidance Considerations / Cushman & Wakefield “Recovery Readiness Guide”:

- Prepare the Building
- Prepare the Workforce
- Control Access
- Create a Social Distancing Plan
- Reduce Touch Points and Increase Cleaning
- Communicate for Confidence

3. **Build upon Surprise fundamental market strengths:** part of strong metropolitan economy, diverse demographics, workforce availability, local technical and higher education, highway accessibility, infrastructure, available sites, partnerships

Surprise! Good Things Are Happening:

Continued new business growth in Surprise!

- Tractor Supply, Handel's Ice Cream, Costco at Prasada
- Abrazo Microhospital is hiring and almost ready to open
- New Starbucks will be coming to the Winco corner
- New Legacy Traditional School expected at the NWC of Cotton & Cactus, not far from Sterling Grove by Toll Brothers – which is open for virtual tours!
- Projects at City Center, Surprise Railplex, Prasada pending



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Surprise Economic Development



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Thank You!

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